

REMARKS

Claims 1-23 are pending in this application. Claims 6, 11, 16, 17, 20, and 21 have been amended. No new matter is added. Reconsideration and allowance of all the rejected claims are respectfully requested in view of the following remarks.

REJECTION UNDER 35 U.S.C. 102(e)

Claims 1-17 and 19-23 stand rejected under 35 U.S.C. §102(e) as allegedly being anticipated by Brody et al. (U.S. Patent Publication No. 2001/0029485), hereinafter referred to as “Brody.” Applicants traverse this rejection on the following basis.

One aspect of the invention relates to an anonymous user interface which allows a user to select from a plurality anonymous data options at the initiation of online transactions. Each option may be respectively associated with a different information broker. For example, an information broker may be, among other things, a credit card issuer (e.g., financial institution, credit union, bank, etc.) or a delivery service (e.g., postal service, package delivery service, etc.), which provides an anonymous credit card or an anonymous address, respectively. This enables a user at initiation of online transactions to select one or more options for anonymity. An added advantage of the present invention is that the anonymous user interface may be displayed concurrently with an online transaction screen (e.g., browser window) which enables the user to conveniently select from the one or more anonymous data options to initiate the transaction without having to leave the online transaction screen.

Claim 1 recites, among other things, “plurality of anonymous data options that enable the user to initiate an on-line transaction, wherein each of the plurality of anonymous data options is respectively associated with an information broker;

selecting...an anonymous data option; accessing the information broker associated with the selected anonymous data option.” Claims 6, 16, 17, 20, and 21 recite similar features. Brody fails to anticipate these features.

Brody fails to disclose a plurality of options wherein each option is associated with a different information broker. Rather, Brody discloses a system limited to a single broker (e.g., Anonymous Transaction Server (ATS)) providing anonymous credit card information. The Examiner alleges that Brody discloses configuration options that anticipate the claim features for “options”. *See* Office Action, pg. 4, lines 4-7 and pg. 6 line 14. Brody discloses configuration options used to identify conditions under which anonymous credit card information can be used. Configuration options do not reflect selection choices which enable the user to choose from a plurality of types and/or kinds of anonymous data information to initiate a transaction (e.g., credit card, name, address).

Configuration options are used to configure information at the ATS associated with a credit card and not to select anonymous data at initiation of a transaction, among other things. Brody discloses the use of configuration options in order to specify conditions of use. For example, the anonymous credit card is configured to have a maximum number of transactions associated with it, or a usage period may be set. *See* Brody, paragraph 39. None of these anticipate the claimed feature for presenting anonymous data options wherein each anonymous data option is associated with a different information broker.

Claim 11 recites, among other things, “a plurality of options to enable the user to initiate an on-line transaction, wherein each of the plurality of selectable options

respectively corresponds to a type of anonymous user information.” Brody fails to disclose options that reflect different anonymous data types (e.g., anonymous credit card, anonymous name, anonymous address, etc.). Rather, Brody discloses options for configuring the use of anonymous credit card information during verification (e.g., usage scenarios). Usage scenarios control the manner in which the user credit card information is used online. However, configuration options associated with the use of anonymous information as disclosed by Brody fails to anticipate the claimed features for a plurality of options that respectively correspond to a type of anonymous data.

With respect to claim 17, Brody fails to anticipate all the claim features. Claim 17 recites, among other things, “the anonymous shopping interface is displayed whenever the Internet browser interface is displayed.” *See* Office Action pg. 8-9. Based on the Examiner’s own admission, “Brody...does not disclose displaying the anonymous transaction interface whenever the browser is displayed.” As such, based at least on the the Examiner’s own admission, claim 17 is clearly not anticipated under the requirement of section 102.

The rejection is improper as Brody fails to anticipate at least the claim features of claim 1, 6, 11, 16, 17, 20, and 21. Dependent claim 2-5, 7-10, 12-15, 18, 19, 22, and 23 are allowable because they depend from one of allowable independent claims 1, 6, 11, 17, and 21, as well as for the other features they contain.

REJECTION UNDER 35 U.S.C. 103(A)

Claims 18 stands rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Brody et al. (U.S. Patent Publication No. 2001/0029485) in view of the Examiner's Official Notice. Applicants traverse this rejection on the following basis.

As discussed above in references to claim 1, 6, 16, 17, 20, and 21, Brody does not disclose a plurality of options, as claimed. In addition, in response to Applicants' request for evidentiary support for Official Notice taken in the Examiner's Office Action of June 27, 2005, the Examiner supplied U.S. Patent 5,970,466 to Detjen et al.; U.S. Patent 5,953,707 to Huang et al., and U.S. Patent 5,758,126 to Daniels et al. None of the references, however, make up for the deficiencies presented above with respect to Brody. Dependent claim 18 is allowable at least because of its dependency to allowable claim 17, as well as for the features it contains.

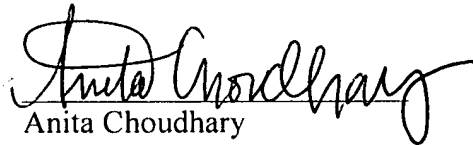
CONCLUSION

Having addressed each of the foregoing rejections, it is respectfully submitted that a full and complete response has been made to the outstanding Office Action and, as such, the application is in condition for allowance. Notice to that effect is respectfully requested. Applicant does not necessarily agree with all of the other statements made in the Office Action, but the foregoing is sufficient to overcome the rejections.

If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned.

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Respectfully submitted,



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